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RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 2, 1998

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Joe:

REVISED LETTER AND RETAIL CUSTOMER LIST

DORAL Gratis product (6M), and matching *Live* product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL BRAND STYLES	#/ (6M) GRATIS Cases	GRATIS UPC Code	#/ (12M) LIVE Cases	LIVE UPC Code
Light	2	12300-21861	2	12300-15112
Lt 100	4	12300-24987	4	12300-15212
Men Lt 100	2	12300-24990	2	12300-15812
FF	2	12300-21859	2	12300-16612
FF 100	4	12300-24988	4	12300-15312
Ult Lt 100	2	12300-24991	2	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE:	**1.8512**
SKU WT (w/o Product):	**4.4800 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**20 Savings Cartons**
Product / Display Arrival:	**February 16, 1998**
Ship Date to Retail:	**Week of: February 23, 1998**
EFT $ Amount:	**$9,744.08**

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Source: https://www.industrydocuments.ucsf.edu/docs/hqxn0000

Promotion Description:
Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack *gratis* offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $9.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$144.00 (16 (12M) case(s) @ $9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/bqxn0000

SMS #8016-0803

ROU 1610

Revised List

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PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS

CUSTOMER LIST

REFER TO 'WHOLESALER PACKING INSTRUCTIONS' FOR DISPLAY SET-UP

ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.

BRAND LOAD PER DISPLAY:

ONE EACH (15-PACK CARTONS): DORAL LT/ LT MEN 100 / FF / ULT LT 100

THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE		#/ CARTONS PER STYLE DORAL LT	LT 100	LT MN 100	FF	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162304	175520	VITA MART	MILTON AVENUE	BALLSTON SPA	NY	GRATIS	5	10	5	5	10	5	611800	STANDARD ROSENBAUM	
						LIVE	10	20	10	10	20	10			
162304	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY	GRATIS	5	10	5	5	10	5	611800	STANDARD ROSENBAUM	
						LIVE	10	20	10	10	20	10			
162304	596446	SANTOSH K. RAIZADA	4 FIRE RD	CLIFTON PARK	NY	GRATIS	10	20	10	10	20	10	611800	STANDARD ROSENBAUM	
						LIVE	20	40	20	20	40	20			
162304	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE 29	GREENWICH	NY	GRATIS	10	20	10	10	20	10	611800	STANDARD ROSENBAUM	0
						LIVE	20	40	20	20	40	20			
162306	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPKE	CASTLETON ON H	NY	GRATIS	10	20	10	10	20	10	611800	STANDARD ROSENBAUM	0
						LIVE	20	40	20	20	40	20			
162306	583069	BEVERAGE MART	79 MAIN AVE	WYNANTSKILL	NY	GRATIS	10	20	10	10	20	10	611800	STANDARD ROSENBAUM	15966
						LIVE	20	40	20	20	40	20			
162306	637167	J&J RETAIL INC.	DBA $1.00 DEALS	RENSSELAER	NY	GRATIS	10	20	10	10	20	10	611800	STANDARD ROSENBAUM	
						LIVE	20	40	20	20	40	20			
							2	4	2	2	4	2		*Number of Gratis / Live Cases Each*	

18 *15-CARTON KITS, ITEM #536813*

7 *P.O.S. KIT, ITEM #536822*

Source: https://www.industrydocuments.ucsf.edu/docs/hqxn0000

WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL Buy 1 Carton Get 5 Packs Free

STEPS

1. Open DORAL Buy 1 Carton Get 5 Free shipping case which holds 20 offers.
2. Remove Top tray which holds 10 offers-set aside.
3. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on bottom level of promotional shipper (10 offers). **Gratis product is in white cartons.**
4. Close each 15 pack promotional carton.
5. Load 1 "Live" carton of DORAL product and 5 gratis packs into each promotional sleeve on top shelf of promotional shipper (10 offers). **Gratis product is in white cartons.**
6. Close each 15 pack promotional carton.
7. Place tray back in shipper.
8. Close and tape case.
9. Ship to retailer.

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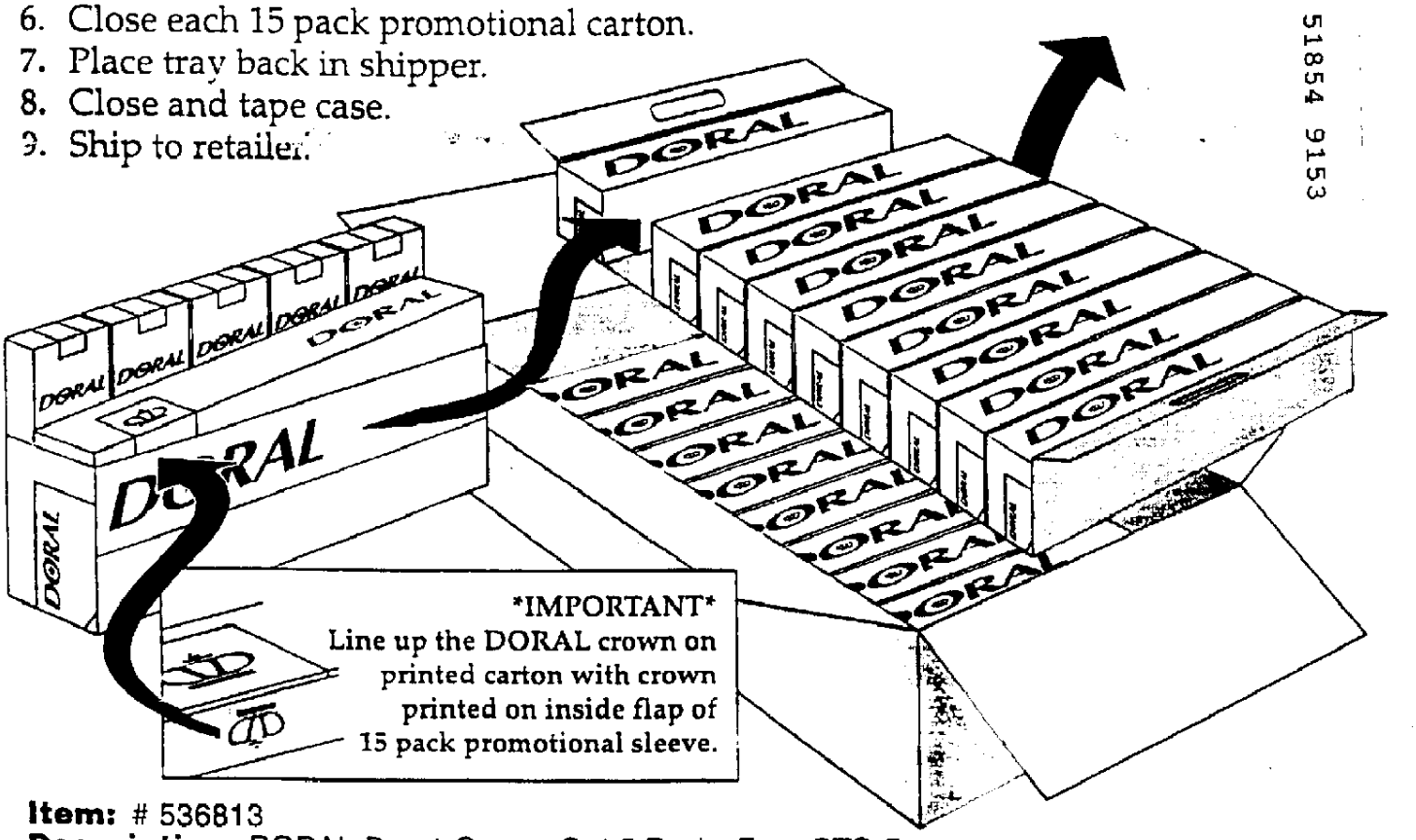


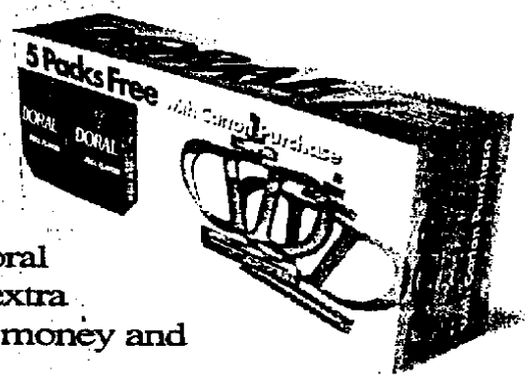
Item: # 536813
Description: DORAL Buy 1 Carton Get 5 Packs Free CTS Carton kit

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Ensure Brand mix in Display					

Source: https://www.industrydocuments.ucsf.edu/docs/hqxn0000

Another Great Deal From America's #1 Selling Value Brand: Buy A Carton & Get 5 Packs Free

Special Carton -
This 5 Packs Free promotion is a great way to give customers a special Doral Bonus. Our new promotional carton contains 15 packs of Doral (10 in a regular carton, plus 5 extra packs), saving your customers money and driving your sales up, up, up.



8-Case Header
tops off your store display. Includes promotion information and pricing area.

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Special 8-Case Side Card & Paster
increases customer awareness along with offering additional in-store advertising opportunities. Side card easily attaches to display, while the 21" x 39" paster is an impactful piece to announce the price of this great offer.

Details -
- 20 special cartons per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Get 5 packs free with carton purchase

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